MEMORANDUM

TO: Rory O'Rourke
New York Region

FROM: Alison Tomassini
Salem Brand

SUBJECT: 4th Quarter
DATE: August 6, 1998

In response to your POS and PDI needs (per survey), the Salem brand has put together a 4th Quarter program which will help in building momentum and excitement within the New York Test market. The goal is to gain presence in New York by adding new displays and gaining distribution in as many stores as possible. The POS items are in production and have been made available to begin back-ordering (see Lori O'Conner). The PDI items will be delivered to GATX for you to order. This method will enable us to more easily monitor and replenish your inventory going forward. **Please let me know as soon as possible how you would like to have the T-shirts shipped. They can be either sent to GATX for the region to order into stores, or they can be drop shipped directly. Also, the T-shirts can either be boxed in 10's or 20's (your choice).** Due to lead times, a suggested outline of the program is below:

Phase I. – estimated DTS late Sept/early Oct.

- POS (new graphics)
- Field Sales to receive new PDI materials (per survey) to drive deeper distribution and display into low volume and/or new stores. **Each retailer and Field Sales Rep to receive long-sleeve t-shirt for their ongoing support of new Salem (5,000 stores).**
- Identification of select key stores which will use Phase 2 elements (see below)
- Silver lighters (100) delivered to regional manager for distribution to Field Sales.

Phase II – estimated DTS late October/November

- Placement of high-impact neon signage (100 clocks and 100 lightning pieces)
- **Bundle of 20 Salem long-sleeve t-shirts per store delivered to 2,000 stores in NY Region.** Stores will distribute to consumers to build Salem brand awareness.

Please let me know how you would like to organize the logistics of this effort (specifically the premium item delivery).
Thanks!! Alison Tomassini (336-741-1422)

SHIRTS - in again w/ small order.

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Source: https://www.industrydocuments.ucsf.edu/docs/mrbp0000